



# artist influence.

YOUTUBE PROMOTIONS & SERVICES

## WHY PROMOTE ON YOUTUBE?

YouTube is the second most popular search engine (behind Google who owns YouTube) with over **30 million daily active users** (1.9 billion monthly). A large portion (80%) of these active users are from outside the U.S., allowing for a strong global reach with targeted content compared to other platforms. Additionally, high rankings and engagement on YouTube **directly correlate with improved SEO** on Google, making YouTube a crucial platform to grow a digital presence.

## OUR OFFERINGS

### YouTube Curator Placements

Median Views	Price
50,000	\$75
100,000	\$125
500,000	\$650
750,000	\$850
1,000,000	\$1,200
2,000,000	\$2,000
2,000,000+	Contact Us

Artist Influencer YouTube Curator placements mean only high quality curators and engaged fans for your music. The views your placement will receive is the **sum of all curators' median views in the campaign** based on each channel's median views.

### YouTube Google Adwords Service

Views (Broad)	Price
100,000	\$600
200,000	\$1,000
400,000	\$1,250

  

Views (Targeted)	Price
100,000	\$1,250
200,000	\$1,850
400,000	\$2,500

The Adwords service is the perfect way to drive traffic and engagement to *your own video content*. Using precise Google Adwords operations, Artist Influence will push the perfect audience onto the video of choice, allowing you to **monetize your streams and recoup up to 70% of your original investment**, making this the perfect option for a music video campaign or posting engaging music-related content.

### YouTube Genre Playlisting

#### Electronic/Pop or Hip-Hop/Rap

Median Views	Price
50,000	\$800
100,000	\$1,450
250,000	\$3,000
500,000	\$6,500
1,000,000	\$15,000

An effective way of reaching a new audience for your music is getting your videos placed into genre-specific playlists. Fans engaged with the genre that listen through these playlists will be exposed to your music. YouTube Genre Playlisting is the perfect way to **target the crowd that's looking for your new music**.

The Median View count is the amount of views you can expect from placements within the genre's playlists.

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